

# Timothy Stam

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## Professional Summary

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Everything I design starts with a belief: **learning should inspire, empower, and leave a lasting impact.**

I challenge the status quo of “check-the-box” training by building experiences that create clarity, confidence, and connection. I design learning experiences that combine instructional design expertise with a deep understanding of the learner’s world, grounded in the science of how people learn and remember. Using real-world scenarios, clear visuals, and active practice, I make material relevant, engaging, and easy to apply on the job.

*In other words, I design learning that works and learning experiences people remember.*

I am a **Technical Instructional Designer** with 10+ years in technical learning and instructional design, building scalable learning solutions and content systems using DITA/XML (Oxygen XML Editor), Articulate Storyline, and automation tools. I apply ADDIE, Kirkpatrick’s Model, and performance analytics to drive measurable improvements in engagement, retention, and operational performance — and I’m a proven partner to engineering, support, and operations teams, ensuring every deliverable is technically precise, learner-focused, and built to scale.

## Career Highlights

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### From-Scratch Builds + Launch Readiness

When there is no baseline, that is where this work begins. Designed a 10-week onboarding curriculum for Bausch + Lomb Surgical Customer Service, replacing a 13-year legacy program, and created launch-readiness training for custom mechatronics systems at Amazon using only schematics, prototypes, and manufacturer documentation.

### End-to-End Onboarding Ownership

Ownership means designing the system, measuring performance, and iterating until the outcome improves. Rebuilt and owned the full onboarding system for Proofpoint enterprise support engineers at Sutherland, supporting cohorts of up to 30 engineers per session. Reduced **ramp time by 40%** and improved **first-ticket resolution by 30%**, while building a pipeline strong enough that **Proofpoint regularly recruited graduates directly into full-time Technical Support Engineer roles.**

### KPI-Linked Enablement

Training without measurement is just content. Across support, operations, and technical roles, learning outcomes have been tied to the metrics that matter to the business: first-ticket resolution, QA scores, pre/post competency assessments, cohort scorecards, and ticket analytics. Bloom’s-based checkpoints, learner surveys, and content-retrieval audits have served not just as validation measures, but as feedback loops for continuous improvement.

## Professional Experience

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### Amazon – Selling Partner Support, Content Operations & Strategy Team

*Content Developer | December 2024 – April 2026 | Remote*

- Authored and edited SOP content in **Oxygen XML (DITA)**, resolving structural and code-level issues to support compliant multilingual publishing across global operations.
- Managed content requests through Adobe Workfront, optimizing SOPs for clarity, compliance, usability, and operational accuracy in a high-volume support environment.
- Developed **AutoHotKey and Python automation** tools that reduced manual formatting steps and **content lookup time by 20%**, improving workflow efficiency and documentation consistency.
- Advanced content governance by refining style guidance and enforcing DITA/XML and editorial standards.
- Collaborated with operations, localization, and program stakeholders to align documentation to launches and policy changes while maintaining **on-time delivery against a 48-hour SLA**.

### Bausch + Lomb (Contract via TEKsystems)

*Learning & Development Consultant | March 2025 – July 2025 | Remote*

*(Concurrent with Amazon)*

- Designed and implemented a **structured 10-week onboarding curriculum** for Surgical Customer Service, replacing legacy training with a sequenced learning path that improved early ramp consistency, clarity, and learner readiness.
- Created scenario-based learning, interactive quizzes, role plays, and Salesforce/PeopleSoft simulations to **strengthen retention** and help new hires **apply concepts** more confidently on the job.
- Standardized delivery through facilitator guides, onboarding checklists, and coaching checkpoints, with QA reviews at weeks 2/4/6/8 to support **targeted reinforcement** and more **consistent manager coaching**.
- Partnered closely with SMEs to turn fragmented tribal knowledge into a cohesive, **role-aligned onboarding experience** where no scalable curriculum previously existed.
- Balanced instructional quality with aggressive stakeholder timelines, protecting readiness standards while delivering a program that was **adopted as the model** for future training cohorts.

### Amazon Mechatronics and Sustainable Packaging, Learning Solutions

*Learning Experience Designer | September 2021 – December 2024 | Remote*

- Built launch-readiness programs for custom mechatronics systems with no prior training baseline, creating role-specific enablement for technicians, RME engineers, operations associates, and operations leaders from schematics, prototypes, and manufacturer documentation ahead of live deployments.
- Led needs analysis with SMEs and stakeholders, translating complex technical workflows into learning objectives, scenarios, assessments, and performance-support assets tailored to operational use.
- Developed adaptive leadership training for mechatronics deployments in Articulate Storyline with JavaScript branching, increasing competency by 30% based on pre/post assessments across multiple sites.
- Designed role-based enablement for launches such as EcoPac, aligning training for operators, leadership, and RME with their distinct operational, staffing, and technical needs.
- Modernized enablement resources across SharePoint, wikis, and SIM-T, reducing time-to-find and increasing self-service adoption, validated through content-retrieval audits and stakeholder feedback.

## Professional Experience (cont'd)

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### Sutherland Global Services, Proofpoint Enterprise Support

Training Specialist | November 2013 - April 2021 | Rochester, NY

- Designed and owned end-to-end onboarding system for Proofpoint Protection Server (PPS) technical support engineers; reduced onboarding time **40%** and improved first-ticket resolution **30%** through targeted onboarding timelines and ticket analytics.
- Translated deep working knowledge of Proofpoint's access control, network security, and security architecture into technical enablement that engineers could immediately apply on the job.
- Developed curriculum progressing from internet infrastructure and email fundamentals through advanced topics including SQL, relational databases, SSL/TLS, encryption, TCP/UDP, packet tracing, and log analysis.
- Led rapid enablement for a newly acquired security awareness product, building role-based enablement for a 30-person support team and future hires, then evaluating adoption and performance over 30/60 days through ticket volume, SLA attainment, communication quality, and CSAT.
- Created Bloom's-based assessment tools and capability checkpoints; improved learner **retention and engagement** by **25%** based on assessment scores and learner surveys.
- Built an onboarding program rigorous enough that **Proofpoint regularly recruited graduates** directly into full-time Technical Support Engineer roles.
- Mentored and developed internal trainers through the Sutherland Certified Learning Professional (SCLP) program, increasing internal trainer capacity by **40%** from identification to competency evaluation.

## Certifications

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- [Amazon Web Services \(AWS\) Certified Cloud Practitioner](#) | Amazon Web Services
- Final Cut Pro X | Apple Certified
- Virtual Instructor-Led Training (ViLT) Master Level | Sutherland Certified

## Skills

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### eLearning & Media Development

Articulate Storyline, Rise 360, Captivate, Camtasia, Premiere Pro, Scenario-Based Learning, ILT, VILT, Labs

### Learning Platforms & Standards

Cornerstone OnDemand, Absorb LMS, LMS Administration, SCORM, xAPI, cmi5

### Knowledge Management & Content Ops

DITA/XML (Oxygen XML), Adobe Workfront, SharePoint, Curriculum Architecture, Curriculum Mapping, Content Governance, Localization, ADDIE, Kirkpatrick, Bloom's Taxonomy

### Technical, Data, & Professional Skills

AutoHotKey, Python, JavaScript, SQL, RegEx, UNIX Shell, HTML/CSS, AWS (DynamoDB, REST APIs, Lambda, IAM), TCP/IP, SSL/TLS, SMTP, Cross-Functional Teaming, Stakeholder Engagement, Agile/Scrum, Metrics & Reporting

## Education

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SUNY Brockport | Bachelor of Science, Journalism and Broadcast

Monroe Community College | Associate of Applied Science, Visual Communications and Media Arts